

ABSTRACT

The present invention is a personalized assistance system for a user of a telephone, comprised of a first database, the first database having a contact list for the user. The contact list includes at least one contact name and a corresponding contact number and including the user's electronic commerce information. A telephone identification code is uniquely associated with the telephone and electronically transmitted to the personalized assistance system, when the user calls the system.

A customer service representative terminal, coupled to the database and the telephone hardware are provided where the telephone identification code prompts automatic retrieval of the contact list to the customer service representative terminal in response to processing the telephone identification code. The customer service representative terminal obtains the electronic commerce information in response to a user request to perform an electronic commerce transaction.

PERSONALIZED ASSISTANCE SYSTEM AND METHOD

ABSTRACT OF THE DISCLOSURE

A system and method for a personalized directory assistance system are provided. The system allows a user 5 to speak with a customer service representative (CSR) by dialing an easy to remember telephone number on their phone. Specialized telephony equipment routes the call to the customer service representative and the user's personal contact list made available to the (CSR). The 10 CSR searches the user's personal contact list in accordance with the user's request. The CSR's terminal generates a call completion string and sends it to the telephony equipment using an out-of-band signaling network for release link transfer switching. The user's 15 personal contact list can be populated by the user via a web browser, by interacting with the CSR, by synchronizing a personal information manager or personal digital assistant database or by sending a facsimile or

electronic mail request to the service provider.